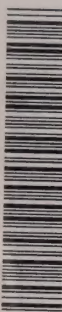


CA20N
ES 100
-Z001

GOVT

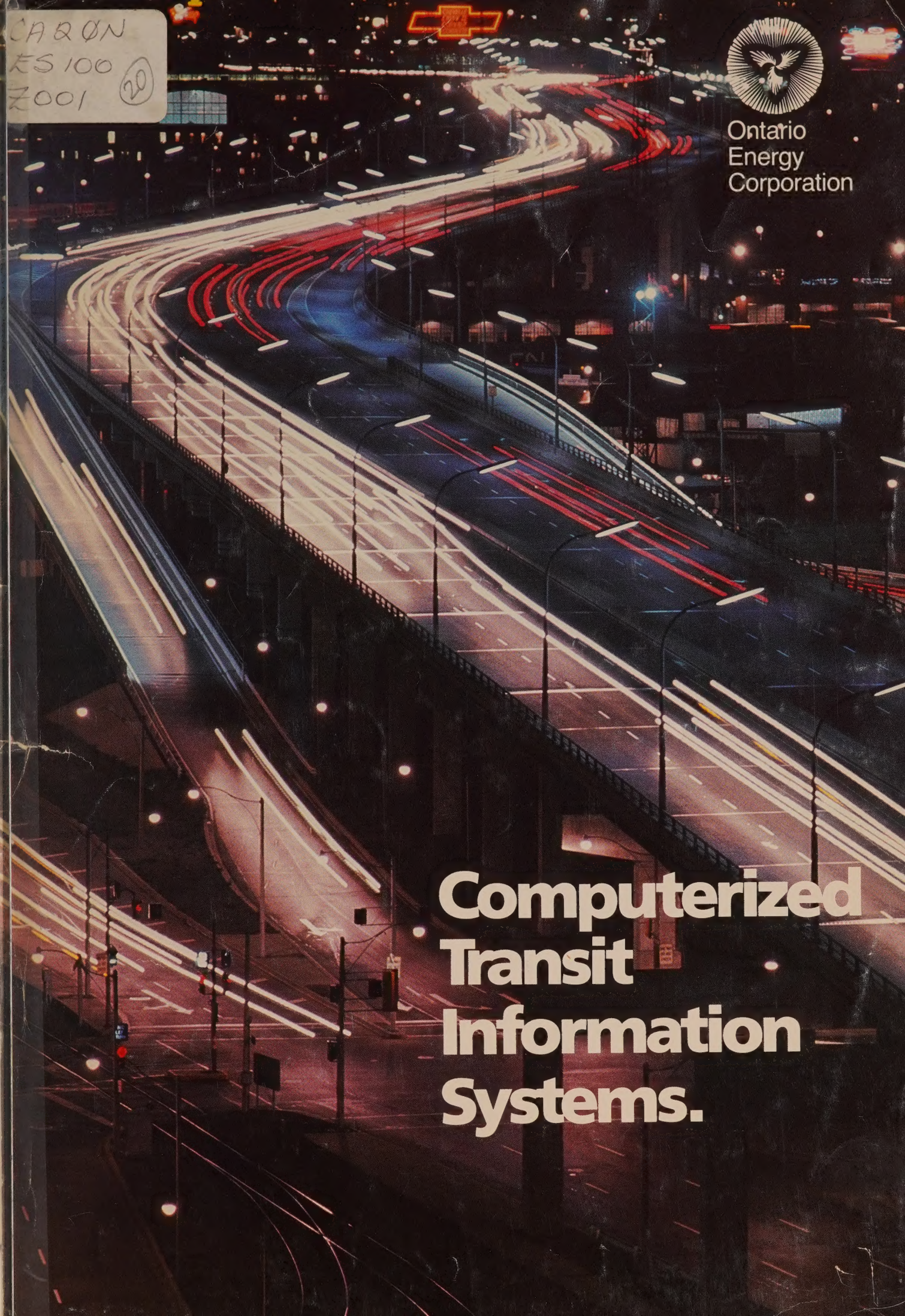


3 1761 11892446 3



Ontario
Energy
Corporation

Computerized Transit Information Systems.



CARON
ES 100
ZOO1 (20)



Ontario
Energy
Corporation

Computerized Transit Information Systems.

Computerized Transit Information Systems.

Fifty per cent of Ontario's petroleum consumption takes place in the transportation sector with the private automobile accounting for thirty five per cent. Ontario Energy in Transportation Ltd., a subsidiary of the Ontario Energy Corporation, seeks investments which facilitate the efficient use of energy in the field of transportation.

One such investment is the development of computerized transit information systems, designed to encourage greater use of public transit by making it more convenient and efficient for both the commuter and the transit manager.

The Teleride Venture

Last October 1980, a joint-venture agreement was signed with the Teleride Corporation to commercially develop, produce and market Computerized Transit Control and Information Systems (TCIS). The Ontario Energy Corporation has a 50% equity investment in the joint venture, with a financial commitment of up to \$2.8 million.

TCIS includes hardware and software components which enable the location and status of buses, trolleys and streetcars to be continuously monitored using microprocessors, data collection devices and two-way radios. Up-to-the-minute transit information can be obtained by the commuter at any time by a single telephone call. Calls are answered by a computer and since the circuits cannot be overloaded, the prospective rider is guaranteed accurate schedule information.

Transit Control Information Systems are currently being marketed throughout Canada and the United States. A system has been in operation in Mississauga since October 1977, resulting in a 35% increase in ridership reported by the Mississauga Transit Authority.

A bilingual computerized service was introduced to selected bus routes by the Ottawa Transit Commission in September 1980 also, with encouraging results.

The Sage Venture

To maximize the potential of computerized transit systems, Ontario Energy in Transportation Ltd. is exploring the potential for computers to make transit management more efficient and economical as well.

For example, Ontario Energy In Transportation Ltd. is currently holding a 50% interest in a \$1 million joint-venture project with Sage Management Consultants, a firm specializing in consulting services and computerized methods for transit scheduling, operations, maintenance and administration, as well as computer time sharing oriented to meet the needs of transit properties. This system, oriented toward transit management, will complement the Teleride transit user assistance program.

Why TCIS?


If Transit Control and Information Systems help to increase public transit usage in Ontario by only 30%, an estimated 3 million barrels of oil or \$1 million will be saved annually. In addition, transit companies will experience increased revenues as ridership grows.

Computerized transit technology is a growth industry for Ontario and just one example of the kinds of investments being made by the Ontario Energy Corporation and its subsidiaries.



**Ontario
Energy
Corporation**

For further information on this and other projects please call or write:
Ontario Energy Corporation
1200 Bay Street, 11th Floor
Toronto, Ontario M5R 2A5
(416) 965-6276



Digitized by the Internet Archive
in 2024 with funding from
University of Toronto

<https://archive.org/details/31761118924463>

